

SEA

SAUDI
ENTERTAINMENT
& AMUSEMENT

EXPO

19 - 21 MAY 2026

RIYADH FRONT EXHIBITION & CONFERENCE CENTER

**YOUR GATEWAY TO THE FASTEST
EMERGING, MULTI-BILLION DOLLAR
ENTERTAINMENT & LEISURE
MARKET IN THE MIDDLE EAST**



THE LARGEST GATHERING OF THE ENTERTAINMENT & AMUSEMENT INDUSTRY

SEA Expo is an essential platform for international and local suppliers of entertainment products and services to interact and do business with 12,000+ key buyers who play an integral role in Saudi Arabia's USD 800 billion emerging leisure market.

With multiple mega projects under construction, packed with entertainment centres, cinemas and theme parks, the demand for suppliers and manufacturers is at an all-time high.

This three-day annual event allows suppliers the rare opportunity to interact face-to-face with engaged industry professionals, create brand awareness, generate leads and sign contracts with the industry leaders.

"This year's SEA Summit was a fantastic showcase of the region's growing momentum in the entertainment sector. I was enthralled by the energy, enthusiasm, and caliber of the conversations throughout the event. It's inspiring to witness the industry evolving so rapidly, with world-class speakers and thought leaders driving the dialogue forward. It was an honour to be part of it."

Dr Neil Dwyer
Vice President of Operations, Six Flags Qiddiya City



AN UNTAPPED MARKET AWAITS...

US\$ 1.1 TRILLION

GDP makes Saudi Arabia the largest economy in the GCC.

Saudi Arabia received global accolades from UN Tourism and the World Travel & Tourism Council for surpassing 100 million tourist visits in 2023, achieving the original Vision 2030 target seven years early. Inspired by this success, the Kingdom has now set a new goal of 150 million annual visits by 2030 .

In 2024, Saudi Arabia welcomed a record-breaking 116 million tourists, including approximately 30 million international visitors and 86 million domestic travellers, generating SAR 284 billion in tourism spending—a robust 11% rise year-on-year .

US\$ 64 BILLION

is the value of the Saudi Arabian entertainment market

This explosive growth aligns with Saudi Crown Prince Mohammed bin Salman’s call for private sector investment of SAR 5 trillion (USD 1.33 trillion) into diversified sectors—including entertainment—through to 2030. That investment trajectory suggests Saudi Arabia is set to spend more on entertainment in the next decade than in its previous three centuries combined.

TOURISM SPENDING IN SAUDI ARABIA TO SURPASS UAE IN 2025

Simultaneously, the Kingdom’s entertainment infrastructure has boomed—with 423 venues attracting nearly 77 million attendees in 2024 alone, and total event attendance exceeding 120 million, reinforcing Saudi Arabia’s growing role as a global entertainment hub.

Source: saudigazette.com.sa

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Under the Quality of Life Program, entertainment venues jumped from 154 in 2017 to 584 by 2023, while licensed entertainment facilities now number over 421. The expansion includes 24 theme parks and more than 600 cinema screens, underpinned by major giga-projects such as Qiddiya, Boulevard World, Diriyah Arena, and heritage revitalization programs in Al-Ula and Jeddah’s Al-Balad, all part of Vision 2030’s commitment to cultural heritage, leisure and tourism growth. Meanwhile, the number of visitable heritage destinations is being expanded—from 241 existing sites toward a target of 447 by 2030, further highlighting Saudi Arabia’s investment in preserving and showcasing its rich heritage.

Source: ksa.com

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SAUDI ENTERTAINMENT AUTHORITY UNVEILS 29 INVESTMENT OPPORTUNITIES

Vision 2030 aims to transform Saudi Arabia’s entertainment sector by increasing household spending on recreation from 2.9 percent to 6 percent by 2030.

Source: arabnews.com

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OPPORTUNITIES THAT LIE AHEAD OF YOU



NEOM CITY

NEOM is a bold and audacious dream of a New Future, an accelerator of human progress that will embody the future of innovation in business, livability and sustainability. NEOM is one of the Public Investment Fund's projects.



JEDDAH CENTRAL PROJECT

Jeddah Central provide an exceptional environment within which residents, workers and visitors can live, work and thrive. Enhancing lives for the better.



RED SEA DEVELOPMENT

The Red Sea Project is the world's most ambitious and exciting tourism and hospitality project: a luxury destination created around one of the world's last hidden natural treasures, it is one of the projects backed by the Public Investment Fund.



Soudah Peaks

A key tourism and entertainment project in the Asir Mountains, Soudah Peaks is rapidly becoming a top destination for outdoor adventure and luxury experiences. It offers exciting opportunities for exhibitors to tap into Saudi Arabia's growing leisure and entertainment market.



TROJENA

Trojena the first major outdoor skiing destination in the GCC. Located in the kingdom's highest mountain range, it is part of the country's \$500-billion high-tech mega-city Neom.



AD DIRIYAH

Located on the outskirts of Riyadh, Ad Diriyah is set to become a major tourist destination. The USD 17 billion development will encompass several luxury resorts, including major international hotel brands, as well as more than 100 dining and entertainment options.



KING SALMAN PARK

King Salman Park is being developed into Riyadh's green lung, becoming an inviting and colorful destination, rich in nature and joy and is accessible to all. It will be a hub to imagine, innovate, collaborate and create a new world of possibilities and experiences.



AMAALA

A global wellness and ultra-luxury destination, Amaala aims to blend its pristine environment with unparalleled luxury experiences. With sustainability at its core, Amaala promises an eco-conscious haven for travelers seeking rejuvenation, cultural enrichment, and sophisticated leisure in a serene and breathtaking setting.

OPPORTUNITIES THAT LIE AHEAD OF YOU



QIDDIYA DRAGON BALL THEME PARK

An ambitious entertainment and cultural destination under development near the capital, Riyadh. Qiddiya City will feature a wide range of attractions, including theme parks, sports facilities, cultural events, and recreational activities, designed to offer both residents and international visitors unique and memorable experiences.



THE MUKAAB

Defining Riyadh's new skyline, The Mukaab will attract visitors from across the world with its 80 incredible state-of-the-art entertainment, dining and retail venues. The world's largest modern downtown inner-city building of over 19km² is set to be big enough to hold 20 Empire State buildings.



THE RIG.

Envisioned to transform a decommissioned offshore oil platform into a vibrant hub of adventure, The Rig spans over 150,000 sqm and features a range of attractions, including hotels, restaurants, and thrill-seeking activities such as bungee jumping, skydiving, and extreme water sports.



SAUDI ENTERTAINMENT VENTURES (SEVEN)

Seven, a wholly owned unit of the Public Investment Fund, is investing \$13.3 billion to develop 21 integrated entertainment destinations in 14 cities in Saudi Arabia. The new destinations will be developed in partnership with major international brands such as Clip 'n Climb, Warner Bros Discovery, Mattel and Hasbro.



HAICHANG OCEAN PARK HOLDINGS

Asia's largest ocean park owner and operator is expanding to the Middle East with the planned development of the kingdom's first large-scale ocean theme park. It will comprise family entertainment centres, water parks, zoos and safari parks, and will attract 100 million visitors by 2030.



SAUDI DOWNTOWN COMPANY

With 12 projects located in 11 regions across Saudi Arabia, Saudi Downtown Company is redefining urban lifestyle through vibrant downtown destinations. As a master and lead developer, the company delivers unique and diverse opportunities in the commercial, recreational, and residential real estate sectors, while embracing the culture and heritage of that region.

YOUR GATEWAY TO A HIGH-SPENDING NICHE AUDIENCE

2025 EVENTS AT A GLANCE

16,648

TOTAL PARTICIPANTS

12,250

SEA EXPO PARTICIPANTS

TOTAL PARTICIPANTS ACROSS THE 3 DAYS (VISITORS + EXHIBITORS)

12,540

TOTAL PARTICIPANTS

8,300+

SEA EXPO PARTICIPANTS

TOTAL UNIQUE VISITORS ACROSS THE 3 DAYS



330+
EXHIBITORS*



70+
SPEAKERS*



95
EXHIBITORS*



31
SPEAKERS*



SNAPSHOT OF 2025 EXHIBITORS



SNAPSHOT OF 2025 ATTENDEES



YOUR GATEWAY TO A HIGH-SPENDING NICHE AUDIENCE



TV INTERVIEWS



WEBSITES

"The three days at SEA Expo were incredible. It was a fantastic opportunity to meet our partners, forge new collaborations, sign MOUs, and connect with new industry players. This year's edition was truly upgraded - big thanks to the amazing team and everyone working behind the scenes to make it happen!"

Ahmad Weiss
General Manager
Spacetoon Entertainment

WHAT TO EXPECT AT SEA EXPO 2026



4M

Marketing Reach



500

Exhibitors



2

Summits



12,000+

Visitors



CO-LOCATED

With SLS EXPO



NETWORKING

Events

NETWORKING EVENTS & SITE TOURS

SEA Expo is focused on delivering the best opportunities for exhibitors. To enhance this, each year's networking events are organized for exhibitors hosted by the region's biggest buyers, including Al Othaim, Sala Entertainment and Al Hokair.



TWO EVENTS. ONE DESTINATION.

SLS Expo brings together manufacturers, distributors and buyers for professional light and sound, to meet the burgeoning demand for AV and Professional lighting solutions for the vast projects and entertainment market in the Middle East. A meeting destination where deals will be done, business relationships are formed, and the cuttingedge technology is uncovered.





THE SEA SUMMIT

“It was a great honor to participate in SEA Summit 2025, a distinguished platform that brought together an elite group of leaders, CEOs, and decision-makers in the entertainment sector from across the region. The discussions and insights shared throughout the summit deeply enriched the experience and contributed to envisioning the future of this vital industry. We look forward to maintaining this momentum and participating in future editions of the summit.”

Fahad Mohammed Al Obailan
Chief Executive Officer
BAAN

SNAPSHOT OF SPEAKERS AT SEA SUMMIT 2025



Hind Galadari
General Manager,
Miral Experiences



Fahad Alobailan
Group CEO,
Baan Holding Group



Neil Dwyer
VP Operations,
Six Flags Qiddiya



Wim Hubrechtsen
CEO,
Snow World



Brett Cameron
Executive Director -
Experience, New Murabba



Antoine Zgheib
Executive Director - Operational Excellence,
Saudi Entertainment Ventures (SEVEN)

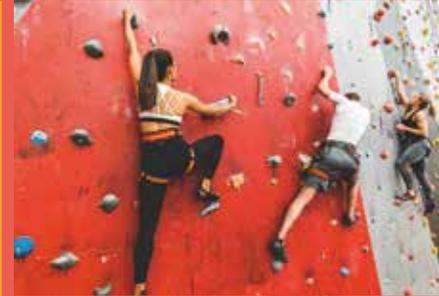
SAUDI ENTERTAINMENT AND AMUSEMENT EXPO FEATURES DEDICATED PRODUCTS SECTORS TO EASILY INTRODUCE YOUR PRODUCTS TO THE RIGHT BUYERS



RIDES



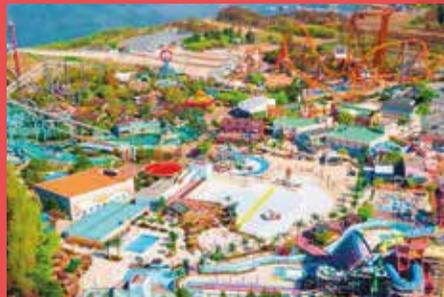
**WATER-RELATED
EQUIPMENT & SUPPLIES**



**FACILITY, GROUNDS &
PARTICIPATORY EQUIPMENT**



GAMES & DEVICES



**CONSTRUCTION &
CONSULTANTS**



FOOD & BEVERAGE



**SECURITY EQUIPMENT
& SAFETY**



CINEMA

8 REASONS WHY THIS IS A GREAT MARKETING OPPORTUNITY

- 01** Get your brand in front of thousands of decision makers from the entire leisure and entertainment industry
- 02** Create and reinforce leadership in the Saudi Arabian market
- 03** Meet and partner with the best entertainment and leisure companies in the region
- 04** Launch new products, initiatives and segments
- 05** Discover new market opportunities especially geographically
- 06** Market, prospect, sell
- 07** Establish partnerships and collaborations
- 08** Rapidly expand your database of sales leads



POWERFUL MARKETING CAMPAIGN TO ATTRACT THE RIGHT AUDIENCE

